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## Xerox Asserts Industry Leadership at On Demand Show with Major Product Roll-Out, Official DocuWorld Kick-Off

*Xerox CEO Paul A. Allaire Delivers Keynote Address*

NEW YORK, N.Y., May 6, 1997 - Xerox Corporation today set new benchmarks for speed and productivity in high-volume cut-sheet document production with a major product roll-out of full-color, highlight color and monochrome digital printing solutions 3/4 including the industry's fastest cut-sheet laser printers 3/4 at the On Demand Digital Print and Publishing Strategy Conference and Exposition, being held here this week.

Also, Xerox Chairman and Chief Executive Officer Paul A. Allaire presented his vision of the massive transformation underway in the digital printing business in the show's keynote address.

The Xerox product roll-out included DocuTech and DocuPrint products based on a new Xerox print engine incorporating advanced imaging and output technology that delivers the industry's fastest cut-sheet printing speeds of up to 180 pages per minute (ppm), exceptional print quality and the industry's widest range of paper-handling capabilities, setting new benchmarks for applications flexibility and productivity. The new monochrome products are the next generation Xerox DocuTech 6180 for production publishing applications, and the Xerox DocuPrint 180 Enterprise Printing System (EPS) family for transaction data-based production printing applications.

The roll-out also included DocuColor full-color and DocuPrint highlight color products that establish new benchmarks for color document output productivity in publishing/graphic arts and transaction data-based environments, respectively. The products are the full-color Xerox DocuColor 70 Digital Color Press, and the Xerox DocuPrint 184 HighLight Color Parallel Printing System (184hc PPS). The DocuColor 70 is a digital color press based on the 70

impressions-per-minute engine from Xeikon N.V. with Xerox-exclusive digital front-ends (DFEs). The DocuPrint 184hc PPS pairs two 92-ppm Xerox highlight color laser printers under one print server with new Xerox "job-splitting" software for cut-sheet highlight color production speeds of up to 184 ppm.

### **Xerox Asserts Leadership**

The new products, being introduced into markets where Xerox is already the established leader, are expected to play a major role in helping Xerox capture an even greater share of the large and fast-growing digital production printing and publishing segment of the global digital printing marketplace.

"The opportunities around digital printing are tremendous," noted John A. Lopiano, president, Production Systems Group, Xerox Corporation. "Our new products offer not only unprecedented speed and quality, but unparalleled paper-handling flexibility for new levels of productivity, along with innovative features that can help customers add value to their documents and capitalize on digital opportunities. We have engaged more than 50 industry leaders as partners in developing comprehensive solutions that are unmatched in the industry. Our message is, 'If you want to streamline your document production processes, if you want to profit from the digital printing revolution, then come to Xerox and its partners.'"

The overall retail value of printed documents produced on monochrome digital printers for publishing and graphic arts applications is expected to more than double by the year 2000, from \$3.6 billion last year to \$8 billion, according to CAP Ventures Inc. (CAPV), a Marshfield, Mass.-based industry consultancy and sponsor of the On Demand show. In that same period, CAPV projects that the retail value of production color digital printing output will grow almost tenfold, from \$417 million last year to \$4.1 billion. Two of the new Xerox printers will help lead development of these markets 3/4 the DocuTech 6180 for black-and-white output, the DocuColor 70 for color.

### **DocuTech 6180**

Because of its high speed and its broad capabilities for automated document assembly, the DocuTech 6180 is the most productive digital publisher on the market for production publishing applications such as print on demand and customized publishing. The DocuTech 6180 is expected to help expand the presence of digital printing in industries with high volume requirements, such as book publishing, manuals and forms printing.

Among the DocuTech 6180s productivity enhancing features are a range of labor-saving paper-feeding capabilities including more than 7,000 sheets of capacity and five programmable input trays - - the most ever on a DocuTech. The DocuTech 6180 is also designed to operate with third-party roll-to-cut-sheet feeders. Two input trays permit pre-printed insertions to bypass the printers imaging system for automatic inclusion of pre-printed pages into multi-page documents. Load-while-run capabilities apply even to larger paper formats, such as 11-by-17 inch / A3 pages, boosting productivity by avoiding downtime associated with paper reloading.

The unit's powerful new Xerox Document Services Platform (DocuSP) 1.3 software provides fast processing of PostScript files to permit printing of even the first set of many jobs at rated speed. DocuSP also provides tools for variable-data applications and Xerox Sixth Sense Technology, which offers remote diagnostic and other service capabilities. In addition, DocuSP provides the electronics for compliance with the Xerox Document Feeding and Finishing Architecture (DFA), enabling operation with a range of third-party in-line finishing devices for automated document assembly.

DocuTech 6180's intelligent imaging ImageSense enhancement technology delivers a new benchmark for 600 dots-per-inch image quality.

### **DocuColor 70**

The new DocuColor 70 establishes a new productivity standard as an alternative to offset printing by producing many short and medium-run length jobs at half the cost and twice the speed of digital offset equipment. The DocuColor 70 is differentiated from other Xeikon-engine-based models by its selection of two Xerox-exclusive digital front-end (DFE) controllers from the industry leaders - Scitex Corporation and Electronics for Imaging (EFI). The Scitex SX3000 DFE provides a new benchmark for image quality with the Xeikon engine and can also be used with the Xerox DocuColor 40 Digital Color Production System; the EFI controller offers benchmark ease of use and speed. Both controllers support variable data applications.

Another key DocuColor 70 differentiator is the level of support Xerox plans to offer, including the Xerox Total Satisfaction Guarantee, an unprecedented offering in this market segment.

Key applications for the DocuColor 70 include brochures, catalogs, direct mail pieces, fliers

and newsletters which typically require high-quality, two-sided printing on coated paper stocks.

With the DocuColor 70 and the DocuColor 40, Xerox offers the markets broadest line of color production systems for graphic arts applications and the industry's foremost full-color production printing capabilities. The DocuColor 70 is the most productive digital color press for two-sided jobs, while the DocuColor 40 is the fastest for single-sided prints and copies, with speeds as fast as 40 ppm.

New feeding and finishing accessories and two other new controllers also were announced for the DocuColor 40, setting a new standard for end-to-end productivity among digital color production systems. The accessories include a 2,500-sheet high-capacity feeder, an automatic stacker/stapler, and an automatic stapler folder. The additional new controllers are from EFI and Splash Technology, Inc.

In addition, Xerox demonstrated a future version of the Xerox Documents On Demand (XDOD) system with a DocuWeb option that permits remote customer viewing, downloading and print ordering of on-demand document database content via the Internet. XDOD is a Windows NT-based system that provides powerful document scanning, make-ready and storage for the Xerox DocuTech family.

The Xerox NSPlus product, providing unique job sharing and integration between color and monochrome printers, also was demonstrated at On Demand.

### **New Solutions for Transaction Data-Based Printing**

The new DocuPrint 180 EPS family and DocuPrint 184hc PPS are optimized for transaction data-based document applications supporting enterprise business processes 3/4 such as billings, invoices, statements, policies and direct mail pieces 3/4 which originate in data centers or on networks. The products provide fast, flexible, superior-quality production of one-to-one customer communications required in high volumes and within tight print windows.

### **DocuPrint 180 EPS Family**

The DocuPrint 180 EPS family offers the industry's most advanced, productive solutions for cut-sheet laser printing of transaction data-based documents across customer enterprises,

regardless of computing environments or data streams. The DocuPrint EPS family offers two configurations based on the UltraSPARC processor from Sun Microsystems Inc. for direct printing of IBM and major network-based Page Description Language (PDL) print data streams. A configuration offering Xerox LCDS/Metacode data streams will be available in the future. The two versions, all fully Year 2000 compliant, are the DocuPrint IPS for IBM Advanced Function Presentation Intelligent Print Data Stream (AFP/IPDS) environments, and the DocuPrint 180 NPS for PostScript and HP PCL environments.

The DocuPrint 180 EPS family's new marking engine delivers superior 600-dpi resolution with Enhanced Resolution Imaging (ERI) technology, automatically producing high-quality documents even from lower resolution input, so customers need not modify existing applications or resources to take advantage of the Xerox printers' advanced capabilities. The printers can directly take in applications or resources created for 240-, 300-, or 600-dpi printers, and produce them as superior 600 by 2400 ERI output.

Built-in productivity features, such as load- and unload-while-run and an industry-leading seven programmable paper input sources with a capacity of up to 12,100 sheets, permits virtually non-stop document production with minimal operator intervention. Jobs incorporating as many as seven different paper stocks can be printed and automatically collated in one run. Up to four high-capacity output stackers with total capacity of up to 10,000 sheets offer offset stacking capability to streamline operator handling of complete, collated jobs.

The products print on one or both sides of a page on a wide variety of stocks, from 7 by 10 inches to 14 by 17 inches in size, and in weights from 16-pound office bond to 110-pound card stock, including tabs, covers, color dividers, carbonless forms, labels and other specialty stocks.

The new DocuPrint 180 EPS family provides an easy applications migration path from the Xerox 4635 and 4135 laser printing systems.

### **DocuPrint 184hc PPS**

The DocuPrint 184hc PPS brings benchmark cut-sheet highlight color production speeds of up to 184 ppm and the business benefits of highlight color to customers time-critical, revenue-generating applications such as billings, invoices and statements. Research has shown that strategic use of highlight color to call reader attention to important information

can improve understanding, reduce errors, increase response rates to marketing and billing documents and enhance company image 3/4 all of which increases business profitability.

The DocuPrint 184hc PPS brings together two 92-ppm Xerox highlight color print engines and an IBM RS/6000 print server with powerful Xerox production print services management software, in a complete solution for IBM MVS mainframe customer environments printing Xerox data streams. The print management software provides job splitting, load balancing and accounting for both printers, improving productivity as well as pure speed. In the future, customers will be able to expand the base configuration by including additional print engines.

Xerox pioneered production highlight color laser printing and continues to set the industry benchmark for speed and quality in cost-effective, high-quality printing of business documents that incorporate black plus a color. Xerox patented "tri-level xerography" distinguishes Xerox highlight color products from competitive offerings, allowing black plus one of ten highlight colors and multiple tints and shades of the color to be applied in a single pass of the paper through the machine, enabling the printers highlight color production speeds (even when printing duplex) and perfect alignment of color and black document areas.

Both the DocuPrint 180 EPS family and the DocuPrint 184hc PPS can provide in-line connectivity to a variety of feeding and finishing devices from Xerox partner vendors, such as one-step mailers, folders, inserters, stitchers, slitters, mergers and shrink wrappers, allowing customers to build automated, end-to-end solutions for producing superior-quality finished documents with minimal operator intervention.

### **Pricing and Availability**

The DocuTech 6180 will be available July 1, 1997, in North America with a manufacturer's list price of \$413,000, including the DocuSP 1.3 controller. Availability in Europe and Australia is slated for late summer and early fall.

The DocuColor 70 will be available in September, 1997, in North America and Europe; availability in South America will be in the fourth quarter. Manufacturers list price in North America is \$390,000 with the Scitex DFE, and \$375,000 with the EFI controller.

Xerox DocuPrint 180 EPS printers, IPS and NPS versions, will be available for order-taking and shipping in the third quarter, 1997. The LPS version will be available at a future date.

The Xerox U.S. commercial single unit list price for either the IPS or NPS version base configuration is \$490,000.

The DocuPrint 184hc PPS will be available June 30, 1997. The Xerox U.S. commercial single unit list price for a base configuration, including two printers, server and software, complete system installation and integration, is approximately \$490,000.

All Xerox digital production systems equipment is sold by the Xerox multinational sales force, Xerox affiliated companies and their respective authorized distributors, and serviced directly by Xerox staff.

### **DocuWorld Initiative Officially Launched**

The On Demand show also was the forum for the official launch of the global DocuWorld initiative, DocuWorld97, set to take place simultaneously in six international cities and on the DocuWorld web site, May 13-14, and featuring real-world customer applications and leading-edge digital printing technologies, many including the new Xerox production systems.

DocuWorld is a series of global learning initiatives aimed at helping companies profit from the digital printing revolution by enabling them to migrate to leading-edge networked digital printing solutions for the total document process 3/4 from origination through creation, distribution and output. The DocuWorld effort is being led by Xerox and jointly sponsored by other industry leaders, including Adobe Systems, Inc.; Bell & Howell; Colorbus Inc.; Electronics for Imaging Inc. (EFI); Moore Corp. Ltd.; Scitex Corp. and Sun Microsystems Inc.

### **Xerox Total Satisfaction Guarantee**

As with all products serviced by Xerox, the new products are backed by the Xerox Total Satisfaction Guarantee, which states that within three years of equipment delivery, if a customer is not completely satisfied with the products performance, the customer can direct Xerox to replace it at no additional charge. About Xerox

Xerox Corporation is the leader in providing world-class document processing products, systems and services. Xerox copiers, duplicators, electronic printers, optical scanners, facsimile machines, networks, digital publishing machines, and related products, software

and supplies are marketed in more than 130 countries.

## **On Demand**

The new Xerox production systems products were announced at the On Demand Digital Printing and Publishing Strategy Conference and Exposition, the only industry event focused entirely on the print-on-demand market. The estimated 15,000 On Demand participants represent the graphic arts industry, corporations, government agencies and universities, including in-house printing and central reprographics departments.

For more information on Xerox production systems products or the DocuWorld initiatives, interested individuals may access the Xerox web site at <http://www.xerox.com/xps>, or the DocuWorld web site, at [www.docuworld.com](http://www.docuworld.com).

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